

Abstract

Title: Image of the brand Reebok

Objectives: The main objective of my bachelor thesis is to describe an image of a brand Reebok. To achieve this objective it was necessary to determinate a complete profile of a brand, including its origin, characteristics and position of the brand. Simultaneously, a quantitative research was executed by which means the awareness of the brand, main opinions and attitudes towards the brand among selected respondents were found. The final part is devoted to data evaluation, recommendations and proposals improving the brand image.

Methods: The major part of information needed to create the general description of the brand was taken from an interview with a brand manager of Reebok in Czech Republic. The analysis of the actual estate of image was executed by electronic questioning.

Keywords: brand, image, brand identity, Reebok, marketing research, interview, questionnaire